

What Motivates Your Members to be MAD (make a difference)

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Session Objectives

- Understand what are the 8 motivating factors
- Find some practical tips to motivate your different types of members



**ROTARY:
MAKING A
DIFFERENCE**

Meet Your Facilitator



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- President of 2WA Consulting
- MacKay CEO Forum Chair
- Leadership, Performance and Change
- Rotarian for almost 25 years

Eight Things Employees Want From Their Leader

(Melissa Raffoni author – Harvard Business Review March 4 2010 issue)

1.	Tell me my role, tell me what to do and give me the rules
2.	Get me excited
3.	Don't forget to praise me
4.	Discipline my coworker who is out of line
5.	Impress me
6.	Don't scare me
7.	Give me some autonomy
8.	Set me up to win

Part of Get me excited is understanding what motivates me

- *“People often say that motivation doesn’t last. Well, neither does bathing – it is why we recommend it daily”* Zig Ziglar
- *“Motivation is the art of getting everyone to do what you want them to do because they want to do it”.* Dwight D. Eisenhower



Motivation Factors

Achievement

Desire to accomplish something difficult

- ✓ Need to get results
- ✓ High standard of success
- ✓ Respond to challenging goals
- ✓ Want to be highly competent
- ✓ Like to see things completed

Affiliation

Desire to form close personal relationships

- ✓ Need to belong
- ✓ Value being engaged and included
- ✓ Want to be associated with, and accepted by the group

Motivation Factors

Autonomy

Value being allowed to be independent

- ✓ Independent and self-reliant
- ✓ Enjoy working with others that are the same
- ✓ Tend to avoid being governed by rules and systems

Creativity

Finding novel ways to approach/see issue

- ✓ Like to be asked to find a new or different way to address issue
- ✓ Enjoy expressing themselves through pictures, ideas or often non-traditional ways

Motivation Factors

Responsibility

Feel accountable
for task, process
and people

- ✓ Feel motivated by the responsibility others have placed in them to complete the task or support the people

Recognition

Need work
acknowledged

- ✓ Want appreciation and praise
– can be given individually or in public

Motivation Factors

Status

Focus on position

- ✓ Like titles and symbols of authority
- ✓ Enjoy sense of power and influence

Security

Want stability and predictability

- ✓ Like consistency and sameness
- ✓ Want to know that job is safe
- ✓ Don't like surprises

Small Group Exercise: Which Ones Are You Motivated By?

- Identify the 2-3 factors that motivate you the most
- What is an example of what someone in Rotary has done well to tap into this motivating factor for you?



Ways You Could Motivate a Rotarian who is motivated by...

- We will organize into small groups
- Each group will be assigned 2 motivators
- Assume you have some Rotarians in your club who are motivated by these two motivators. What could you be doing to ensure you tap into this motivator when engaging these individuals.
- Tackle one motivating factor at a time.
- Assign spokesperson to report back.

What might be the motivators in play here?



Final Questions





Call To Action – What is Your
Take Away?

Tip Sheet: Motivation

	CHARACTERISTICS	ACTIONS to Take to Help Motivate Others
ACHIEVEMENT Desire to accomplish something difficult	<ul style="list-style-type: none"> ✓ Need to get results ✓ High standard of success ✓ Respond to challenging goals ✓ Want to be highly competent ✓ Like to see things completed 	<ul style="list-style-type: none"> ✓ Set specific and measurable goals ✓ Demonstrate what “above average” achievement would be ✓ Monitor progress in achieving goals/tasks and regularly provide that feedback
AFFILIATION Desire to form close personal relationships	<ul style="list-style-type: none"> ✓ Need to belong ✓ Value being engaged and included ✓ Want to be associated and accepted by the group 	<ul style="list-style-type: none"> ✓ Ask the person to represent team or organization and have them report back to team on findings ✓ Give them active and specific role in team – not an observer
AUTONOMY Value being allowed to be independent	<ul style="list-style-type: none"> ✓ Independent and self-reliant ✓ Enjoy working with others that are also independent ✓ Tend to avoid being governed by rules and systems 	<ul style="list-style-type: none"> ✓ Give them parameters and then leave them alone to complete ✓ Be available, but wait for them to come to you. Being left to “figure it out” in time allotted has great appeal
CREATIVITY Finding novel ways to approach / see issue	<ul style="list-style-type: none"> ✓ Like to be asked to find a new or different way to address issue ✓ Enjoy expressing themselves through pictures, ideas or other non-traditional ways 	<ul style="list-style-type: none"> ✓ Regularly give this person the role of experimenting or finding novel solutions
RESPONSIBILITY Feel accountable for task, process and people	<ul style="list-style-type: none"> ✓ Feel motivated by the responsibility others have placed in them to complete the task or support the people 	<ul style="list-style-type: none"> ✓ Assign this person a key role and explain why role is pivotal ✓ Communicate how you appreciate their contributions
RECOGNITION Need work acknowledged	<ul style="list-style-type: none"> ✓ Want appreciation and praise – can be given individually or in public 	<ul style="list-style-type: none"> ✓ Do not take accomplishment for granted: give feedback and encourage others to acknowledge value of work
STATUS Focus on position	<ul style="list-style-type: none"> ✓ Like titles and symbols of authority ✓ Enjoy sense of power and influence 	<ul style="list-style-type: none"> ✓ Give person chance to “take the microphone” or otherwise have some power and influence
SECURITY Want stability and predictability	<ul style="list-style-type: none"> ✓ Like consistency and sameness ✓ Want to know that job is safe ✓ Don’t like surprises 	<ul style="list-style-type: none"> ✓ In times of change, focus on what is staying the same and not changing ✓ Remind individual of expectations and longer term security comes to those who meet and exceed expectations

For more on the concept of “Unleashing the Potential of Pride Builders” – see writings by Jon Katzenbach. Go to www.booz.com for a series of his articles. We recommend the 2011 article called “Motivating Behaviour Change: Boosting Performance by Mobilizing Pride Builders” by authors Jon Katzenbach; Laird Post, Jonathan Gruber, Aurelie Viriot from the Katzenbach Centre at Booz & Company.